B2B Sales & Marketing Mastery for Oil and Gas Industry

7 – 11 June 2027
Lyon (France)



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Ref: 322946_219846 **Date:** 7 – 11 June 2027 **Location:** Lyon (France) **Fees:** 5200 GBP

Course Description

This intensive 1-week course equips oil and gas professionals with advanced B2B sales and marketing strategies. Participants will learn to develop effective marketing campaigns, leverage digital platforms, and master negotiation techniques specific to the petroleum sector. The course combines theoretical knowledge with practical applications to enhance business growth and competitiveness in the global oil and gas market.

Learning Objectives

- Develop and implement targeted B2B marketing strategies for the oil and gas industry
- Master digital marketing techniques to reach and engage key industry stakeholders
- Enhance negotiation skills for securing favorable B2B contracts and partnerships
- Analyze market trends and utilize data-driven insights for strategic decision-making
- Create compelling value propositions for oil and gas products and services

Course Modules

Day 1: Foundations of B2B Marketing in Oil and Gas

- Industry overview and market dynamics
- B2B marketing principles for petroleum sector
- Customer segmentation and targeting
- Developing unique value propositions

Day 2: Digital Marketing Strategies for Oil and Gas

- Leveraging social media for B2B engagement
- Content marketing for thought leadership
- SEO and SEM for industry visibility
- Marketing automation and lead nurturing

Day 3: Advanced Sales Techniques and Negotiation

- B2B sales process in oil and gas context
- Consultative selling approaches
- Negotiation strategies for complex deals
- Managing long sales cycles



Day 4: Data Analytics and Market Intelligence

- Utilizing industry data for strategic insights
- Predictive analytics for sales forecasting
- Competitive intelligence gathering
- PESTEL analysis for market trends

Day 5: Integrated Marketing Campaigns and ROI

- Developing multi-channel marketing campaigns
- Measuring and optimizing marketing ROI
- Brand management in B2B context
- Crisis communication and reputation management

Practical Wins for Participants

- Create a tailored digital marketing strategy for your oil and gas business
- Develop a negotiation playbook for high-stakes B2B contracts
- Design a data-driven sales forecast model for your organization
- Craft a crisis communication plan for potential industry challenges

